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What is claimed is:

1. A method of optimization in a distributed environment, said method comprising:

receiving a request;

5 retrieving a plurality of services associated with said request;

packaging said plurality of services into a message object with data associated with said request; and

transmitting said message object to a first service of said plurality of services.

2. The method according to claim 1, further comprising:

receiving said message object;

determining a service provider for said first service of said plurality of services;

initiating said first service with data associated with said first service at said local service provider in response to a determination of said local service provider as a provider of said first service; and

initiating a subsequent service to said first service from said local service provider.

3. The method according to claim 1, further comprising:

receiving said message object;

determining a service provider for said first service of said plurality of

services; and

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transmitting said message object to a remote service provider in response to said determination of said remote service provider as a provider of said first service.

The method according to claim 1, wherein said generation of plurality of
 services associated with said request comprises:

determining said plurality of services associated with said request from a profile;

determining an associated service provider for each service of said plurality of
services associated with said request; and

selecting said associated service provider that is local for each service of said plurality of services associated with said request.

5. The method according to claim 4, further comprising: packaging said plurality of services associated with said request and associated data providers into an itinerary; and

forwarding said itinerary to a first associated service provider of said first service of said plurality of services associated with said request.

6. The method according to claim 5, further comprising:
completing said first service on said first associated service provider; and initiating said second service from said first associated service provider in response to said completion of said first service.

7. A method of optimization in a distributed environment, the method comprising:

determining a service provider for a request for a current service;

initiating said current service at a local service provider in response to said

determination of said local service provider as a provider of said current service; and invoking a request for a subsequent service to said current service by said local service provider.

8. The method according to claim 7, further comprising:

transmitting said request for a current service to a remote service provider in response to said determination of said remote service provider as a provider of said current service.

9. The method according to claim 8, further comprising:

invoking a request for a subsequent service to said current service by said remote service provider.

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- 10. A system for optimization in distributed environment, said system comprising: a network;
 - a plurality of clients configured to request services over said network;
 - a plurality of service providers, each service provider configured to interface
- 5 with said plurality of clients over said network; and
 - a service module configured to be executed on each service provider of said plurality of service providers, wherein said service module is configured to retrieve a plurality of services associated with a received request and is also configured to package said plurality of services as an itinerary list into a message object, and is further configured to transmit said message object to a first service of said plurality of services.
 - 11. The system according to claim 10, wherein said service module is further configured to generate an itinerary object containing said plurality of services associated with said request and said associated data provider for each service of said plurality of services associated with said request.
 - 12. The system according to claim 11, wherein said itinerary object is an instantiation of an itinerary class.
- 20 13. The system according to claim 12, wherein said itinerary class is implemented using an object oriented programming language.

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- 14. The system according to claim 11, wherein said service module is further configured to generate a message object configured to contain said itinerary object.
- The system according to claim 14, wherein said service module is further
 configured to forward said message object to a selected service provider of said plurality of service providers.
 - 16. The system according to claim 10, further comprising:

 a service interface configured to be executed on each service provider of said plurality of service providers, wherein said service interface is configured to perform a selected service on said itinerary object.
 - 17. The system according to claim 10, wherein said service module is further configured to receive said message object, to determine a service provider for said first service of said plurality of services, to initiate said first service with data associated with said first service at said local service provider in response to a determination of said local service provider as a provider of said first service and to initiate a subsequent service to said first service from said local service provider.
 - 18. The method according to claim 10, wherein said service module is further configured to receive said message object, to determine a service provider for said first service of said plurality of services, and to transmit said message object to a remote service

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provider in response to said determination of said remote service provider as a provider of said first service.

19. A computer readable storage medium on which is embedded one or more computer programs, said one or more computer programs implementing a method of optimization, said one or more computer programs comprising a set of instructions for:

determining a service provider for a request for a current service;
initiating said current service at a local service provider in response to said
determination of said local service provider as a provider of said current service; and
invoking a request for a subsequent service to said current service by said local

service provider.

20. The computer readable storage medium in according to claim 19, said one or more computer programs further comprising a set of instructions for:

transmitting said request for a current service to a remote service provider in response to said determination of said remote service provider as a provider of said current service.

21. A system for optimization in distributed environment, said system comprising: a network;

a plurality of clients configured to request services over said network;

a plurality of service providers, each service provider configured to interface

5 with said plurality of clients over said network; and

a service-chaining module configured to receive a message object configured to contain an itinerary list of services in response to a request from one of said plurality of service providers over said network, wherein said service-chaining-module is configured to perform a identified service on said itinerary list of services on a selected service provider of said plurality of service providers and is also configured to initiate a subsequent service to said identified service from said selected service provider.

22. The system according to claim 21, wherein said selected service provider is preferentially selected to be local to said service-chaining module.

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- 23. The system according to claim 22, wherein said service-chaining module is configured to reference a configuration data structure to determine said selected service provider.
- 24. The system according to claim 23, wherein said configuration data structure is local to said service-chaining module.

25. The system according to claim 23, wherein said configuration data structure includes an LDAP server.